

PRODUCT MARKETING PLAN

10.35.5  
MPOL/MRCS direct  
mail file

Prepared by: Randi Paul

Approved: \_\_\_\_\_

Date: 7/2/84

Product Name: TWO MAPS REPORT PROMOTION

Author: Tim Tyler/Phil L Report Ship Date: 6/29/84

Product Description (include titles, # of pages and exhibits, summary of content)

Two vendor oriented MAPS reports:

- Successful RCS Strategies for the Mid-80s (Identifies and analyzes viable and non-viable RCS products and strategies, analyzes RCS user needs and expectations for products and services, recommends RCS strategies for increased revenue and profit) Brief-35 pages, 11 exhibits
- On-Line Data Base Market Opportunities 1984-1989 (Analyzes 11 market sub-sectors and forecasts user expenditure growth, analyzes competitive environment structure and specifically examines 8 major vendor products and services). Hardbound report-approx. 150 pages, 58 exhibits

Fee Structure

	Standard list price (after 8/15/84	Discount fee on/before 8/15/84
Successful RCS Strategies for Mid-80s	\$1,950	\$1,650
On-Line Data Base Market Opportunities	750	640
Total	\$2,700	\$2,290

Sales Campaign Methodology (include field and telemarketing action, prospect list sources, mailing size, deadlines for specific action by sales, marketing, production and support staff)

- Telemarketing direct mail to INPUT vendor prospect list (top information services vendors - mail size approx. 1000). Package sent 7/13.
- Telemarketing phone followup begin 7/19 - end 8/3.



Promotion Plan:

Press Release Schedule: *Press releases to go out on  $\frac{1}{2}$  both reports separately within next 3-4 weeks.*

Editorials: -----no INPUT original articles required-----

Date article to appear:

Publications to solicit:

Staff responsible for article placement:

Author of article:

Length of article (words):

Date article written by:

Direct Mail Package Description (letter, table of contents, staff responsible, etc.)

Package will include:

- non-personalized letter announcement of reports
- tables of contents/lists of exhibits from both reports
- authorization form and reply envelope

Advertising: -----none required-----

Publication:

Ad size:

Cost:

Date ad first appear/duration of ad:

Staff responsible for advertising:



Other Promotion Activities:

Timeline Summary (include all deadlines in logical sequence from start to completion):

7/2/84	Randi Paul	Product marketing plan written/approved
7/2/84	Carol Gibbons	Request list printed out from Stanford.
7/2/84	Randi Paul	Direct Mail Package written/approved
7/3/84	Carol Gibbons	Deliver to Randi Paul labels for mailing
7/3/84	Jan Woolley	Manage production(printing/copying) of direct mail package.
7/4/84	Randi Paul	Identify companies to be sent direct mail package and deliver labels to Jan Woolley
7/11/84	Jan Woolley	Direct mail package and labels ready to send
7/13/84	Jan Woolley	Manage stuff and mail - all out by this date
7/19/84	Telemarketing	begin phone follow-up
8/3/84	Telemarketing	complete phone follow-up



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# ON-LINE DATA BASE MARKET OPPORTUNITIES, 1984-1989

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## I INTRODUCTION

### A. SCOPE

- This report, produced by INPUT as part of the Market Analysis and Planning Service (MAPS), analyzes market opportunities for on-line data base information services.
- This area of research was selected because of high client interest, rapid market change, and accelerating market growth.
- The purpose of the study is to analyze both present and future markets and to provide the basic technical background and recommendations necessary for market penetration and expansion.
- Interviews were conducted during March and April 1984.
- The research conducted in this report includes 40 vendor interviews distributed as shown in Exhibit I-1.
- Extensive review of vendor-produced literature and follow-up interviews added to the comprehensiveness of the analysis.
- Definitions of terms used in this report appear in Appendix A.

# EXHIBIT I-1

## INTERVIEW PROFILE

VENDOR TYPE	NUMBER OF INTERVIEWS		
	ON-SITE	TELEPHONE	TOTAL
Data Base Vendors	2	6	8
Information Services Vendors	6	24	30
Value-Added Network Vendors	-	2	2
Total	8	32	40

- Related research reports appear as Appendix B.
- A copy of the vendor questionnaire is included as Appendix C.
- The forecasts in this report include a 6% annual price increase factor due to inflation. The difference between 6% and the annual increase in the gross national product (GNP) deflator is assumed to be offset by technology improvements.
- INPUT invites client inquiries and comments on the information presented in this report.

## **B. METHODOLOGY**

- This study considered markets for data base services in the U.S. For example, the use of international data bases by U.S. firms is included, whereas revenue from the sale of U.S. bibliographic data base services in Europe is not.
- The report deals primarily with markets and opportunities for data base services delivered on-line by data base vendors, information services vendors, and value-added network vendors.
- There are a number of other data delivery methods, such as printed report services, consulting services, seminars, etc. Markets for data base services using other delivery methods are mentioned but not forecast in detail.
- The study forecasts user expenditures for data-base-related services resulting in revenue to data base vendors, information services vendors, and value-added network vendors.

- End-user expenditures by individuals (excluding consumers) are considered. However, the research focuses primarily on end-user expenditures by corporations.
- Although data-base-related services used by governments are considered, the report concentrates on the commercial sector of the U.S. economy.
- Government fees from the sale of data base services to end users and from the sale of data through information services vendors are not included in the market figures.

### C. PURPOSE

- In an electronic age, businesses have an almost insatiable appetite for information that has been categorized, summarized, and organized in what are called data bases. The term "data base" initially referred to either numeric or reference data. More recently, textual, graphic, and image information are becoming important. In this report a more accurate designation--information data bases and data base information services--is used.
- The high cost of information gathering, entry, and maintenance have made it increasingly cost-effective to obtain data bases from outside sources. Additionally, improved technology related to electronic publishing have made possible the creation of large information data bases as a by-product of printed publications.

# SUCCESSFUL RCS STRATEGIES FOR THE MID-1980s

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## SUCCESSFUL RCS STRATEGIES FOR THE 1980s

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## I INTRODUCTION

### A. REPORT SCOPE

- During the early 1980s a series of technological and economic changes occurred; all of the changes had a significant impact on RCS vendors. Adjusting to these changes, minimizing their negative impact, and taking advantage of positive influences present a major challenge to the management of RCS vendor companies during the remainder of the decade.
- The purpose of this report is to identify and quantify these various changes and to assist the management of RCS companies in developing a successful strategy, or strategies, for the late 1980s.
- Several key questions are addressed:
  - What is happening to existing (or traditional) RCS products and strategies?
    - Which ones continue to be successful?
    - Which ones no longer appear to be successful?
  - What products and services are existing and potential RCS users expecting from RCS vendors? Are these expectations changing?

- What strategies for the future can be developed and implemented by RCS vendors that will enhance both revenues and profits?
- Although this report is addressed specifically to the management of RCS companies, it will be of value also to managers of computer hardware and software vendors. The changing nature of the computer industry marketplace dictates that a report such as this encompass a broad rather than a narrow view of the RCS industry.
- Appendix B contains a list of relevant, recent INPUT reports.

## **B. METHODOLOGY**

- Background information for this report was obtained from a variety of sources.
  - Previous INPUT reports were reviewed, and relevant information was extracted and utilized.
  - Relevant data, gathered in other ongoing INPUT projects, was also used in developing information incorporated into this report.
  - A series of in-depth interviews with key managers of RCS vendor companies was held.
- As existing RCS strategies were identified and future recommended strategies were developed, these concepts were reviewed by individuals who are now, or have been, in senior management positions with RCS vendors.

- The report itself is the result of assessing and combining information gathered from these various sources.

### C. BACKGROUND

- This report is one of a series of reports that are being developed within the scope of INPUT's Market Analysis and Planning Service for the Information Services Industry (MAPS).
- The other reports in this series are entitled:
  - On-Line Data Base Markets, 1984-1989.
  - Strategies for New Telecommunications Opportunities.
  - Personal Computer-to-Mainframe Market Opportunities.
  - Systems versus Services for Small Organizations: New Decision Criteria.

### D. REPORT ORGANIZATION

- The remainder of this report is organized as follows:
  - Chapter II is the Executive Summary. This chapter is in presentation format; that is, the right-hand pages are a series of formatted displays suitable for presentation purposes. The left-hand pages contain the relevant text for such a presentation.

- Chapter III describes a number of technological developments that recently occurred and have had a direct, significant impact on the remote computer services market.
- Chapter IV examines the various changes that are occurring as RCS vendors adjust to changes in technology and market expectations. This chapter also emphasizes the impact of newly defined RCS services on existing RCS vendor companies.
- Chapter V explores the changing expectations of users of remote computer services. Particular attention is paid to the impact of the personal computer on these users.
- Chapter VI reports on strategies that are currently being adopted by RCS vendors to meet changing market conditions.
- Chapter VII contains a series of recommendations for consideration by RCS managers. These general recommendations have been developed to assist management in creating specific strategic corporate plans.